

ONE NORMAN DRAFT VISION

ECONOMIC DEVELOPMENT VISION

Norman recognizes the catalytic nature of entrepreneurship, regional events, infill redevelopment, and targeting high-paying jobs for sustainable growth and prosperity. Utilizing best practices in data, research, and community partnerships, by 2035 Norman will be a thriving, sustainable economic engine that empowers individuals, fosters innovation, creates inclusive opportunity for prosperity, driving long-term growth and enhancing our quality of life and overall well-being.

ECONOMIC DEVELOPMENT GOALS

1. Norman will create an entrepreneurial ecosystem that fosters startups and provides resources, space, and capital for innovators, especially local graduates.
2. Norman will utilize research and data to drive decisions to invest in targeting quality businesses that add value and create high-paying jobs.
3. Norman will support and showcase festivals, arts, sports tourism, and other regional events that drive visitors into local businesses.
4. Norman will be the most business-friendly community regarding city codes, zoning, and permits/licensing.
5. Norman will revitalize and make best use of existing and lower- income businesses and infrastructure, building up to create mixed-use developments.

PRIVATE SECTOR VISION

Norman values collaboration and public-private partnerships that elevate the Civic IQ of our citizenry and maximizes the engagement of the private sector in solving complex community issues such as talent retention, housing stock, homelessness, and job growth. We believe strong partnerships between government and business facilitate trust, civic pride, and vision achievement. By 2035, Norman will be the premier Oklahoma community with enlightened, engaged, and aligned private sector leaders, providing our region and state with unparalleled influence.

PRIVATE SECTOR GOALS

1. Norman public officials will utilize incentives, collaborate with private partners, education institutions, and the public sector to be the leader in Oklahoma for attracting and creating high-paying jobs.
2. Norman will be a city that is easy to work with at all levels with public private partnerships that fund and support infrastructure investments and initiatives.
3. Norman will create programming and foster collaboration that enhances communication and elevates the Civic IQ of all residents and voters, thereby building trust.
4. Norman will have collaborative public- private partnerships to create diverse, affordable housing types.
5. Norman's private sector will reduce brain drain by collaborating with higher education to develop and retain a talent pipeline through job placement opportunities.

QUALITY OF LIFE VISION

Rooted in the Native American belief that our own well-being is intrinsically tied to the health of our natural environment, Norman residents believe that access to nature and outdoor recreation is fundamental to our high quality of life, health, and safety. Citizens also recognize that a sense of place and belonging is vital for nurturing strong community spirit and that can best be accomplished through the continued creation and funding of unique mixed-use districts and entertainment experiences, through Norman Forward and other avenues. By 2035, because of our visionary placemaking success, Norman will be consistently recognized as one of the best places to live in America, offering special experiences to residents and visitors alike.

QUALITY OF LIFE GOALS

1. Norman will have walkable, safe, green neighborhoods, mixed-use sustainable development, and affordable housing for all levels of income.
2. Norman will have multiple distinct districts with unique identities.
3. Norman will be a forward-thinking community continuing to create Norman Forward concepts.
4. Norman will be a recreational hub with low impact economic development, and an activated river with South Canadian Park and connected trail system across town.
5. Norman will have a safe and attractive mixed-use entertainment district with an arena for regional draw.

EDUCATION VISION

Norman residents believe that the foundation of our educational vision depends on the quality of our educators and the quality of their instruction. Investing in the well-being and growth of all learners through top-tier educators and early childhood development initiatives is paramount to the future of Norman. Partnerships and collaboration that prioritize the importance of nurturing each student's unique abilities and fostering a lifelong love for learning are vital to developing a prepared, skilled workforce. By 2035, Norman will be recognized nationally as a beacon of educational excellence, a transformative community resource that cultivates knowledge, skills, and values.

EDUCATION GOALS

1. Norman will attract, retain, and support quality teachers and administrators.
2. Norman will have the premier education system in the state with cutting edge innovative and expanded programs to prepare students/adults for future jobs.
3. Norman will be one of the most outstanding cities in the nation for comprehensive early childhood development programs for children 0-5 and their parents.
4. Norman will have a safe and secure environment for all students.
5. Norman will have an inclusive and diverse education system to address the needs of all children and their families.

GOVERNMENT VISION

Citizens desire a responsive, nimble government that builds collaborative partnerships, fosters sustainable growth, and enhances our quality of life through effective governance, innovative solutions, and meaningful civic engagement. At the core of this vision are servant leaders that build and uphold the values of integrity and trust. By 2035, City government will be recognized as the most influential in Oklahoma.

GOVERNMENT GOALS

1. Norman will build/collaborate public-private partnerships aligning leadership as an innovative way to solve problems and to build a prosperous community.
2. Norman will have a flexible city government that strives to partner with businesses, non-governmental organizations, and others to develop creative and innovative incentives to remove barriers.
3. Norman will be consistent, predictable, and reliable in implementing the vision within local government and create an accountability process to ensure there is follow through.
4. Norman will be a city with stable leadership and unassuming leaders of great civility using best practices and community input and data to solve problems.
5. Norman will increase civic engagement and Civic IQ, using multiple means, including social media, to educate the public and communicate plans.

INFRASTRUCTURE VISION

We believe that collaboration, partnerships, and forward-thinking planning will build the foundation for a prosperous and resilient future. We believe the natural assets of the area should be integrated into all modes of transportation, creating a connected city that fosters a high quality of life. Citizen's desire multi-modal options where all can move freely and easily, feel safe, and thus create a unified sense of place and pride. By 2035, Norman will have infrastructure that supports economic growth, protects the environment, and enhances social equity.

INFRASTRUCTURE GOALS

1. Norman will have a safe and secure long-term water supply and focus on water when growth is considered.
2. Norman will develop a fiscally responsible and thoughtfully developed and funded infrastructure and maintain a plan to support a more dense/growing population, trails to turnpikes.
3. Norman will be a top-rated city for multi-modal transportation to include bike paths and trail systems.
4. Norman will create a municipal capital improvement program for infrastructure.
5. Norman will have top-rated public safety resources to meet future needs.